



BIKE SHARE

## March 1 - March 31 2020 Tempe Report



GRID Bike Share is Operated By:



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## System Snapshot

**Table 1**

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	114	32
Active Virtual Stations	8	4
Active Bikes (averaged over the month)	672	N/A
Trips		
Total Trips	2,707	1,330
Trips Per Day (average)	87	43
Utilization Rate (trips per bike per day)	.14	.14
Active Members		
Total Membership	36,999	N/A
Monthly/Yearly Plans	385	N/A
Pay-As-You-Go & 7 Day Plan	36,404	N/A
Revenue		
Total Revenue	\$13,194.27	\$4,079.38
Maintenance/Customer Service Activity		
Total CS Cases Created	87	N/A

*Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.*

## Membership

**Table 2: Active Members (Full System)**

Membership Type	New Sign Ups	Total Active Members
Student	11	119
Monthly	29	244
Annual	0	141
Other	3	91
Pay As You Go	824	36,254
7 Day Pass	188	150
<b>TOTAL</b>	<b>1,055</b>	<b>36,999</b>

## Trips

**Table 3: Cumulative Trips Per Day of the Week - March (Tempe Only)**

M	T	W	Th	F	Sa	Su
209	175	102	116	119	274	335

**Table 4: Trip Initiation Method (Tempe Only)**

Mobile	312
Keypad (manually entered)	1,002
Keypad RFID Card	2
Website	14

**Table 5: Trips**

	Mar (Full Sys)	YTD	Tempe Only	YTD
Total Trips Taken	2,707	8,340	1,330	3,945
Total Miles Ridden	8,374	20,289	4,810	11,098
Avg Trip Distance	3.1	2.7	3.6	2.8
Avg Trip Time	49:55	44:30	47:48	45:13
Avg Weekday Trips	75	81.6	34	39
Avg Weekend Day Trips	108	108.1	61	52
Holds	175	463	n/a	n/a
Ended out of Hub	563	1,786	329	1,009
Ended out of System Area	18	74	12	43

*Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".*

**Table 6: Trip Stats by Member Type (Full System)**

Member Type	Mar Trips	%	Trips YTD	% YTD
Pay-as-you-go	1,421	53%	3,896	47%
7 Day Pass	416	15%	747	9%
Annual	205	8%	825	10%
Monthly	288	11%	895	11%
Student	313	12%	1,384	16%
Other	64	1%	593	7%
<b>TOTAL</b>	<b>2,707</b>		<b>8,340</b>	

**Table 7: Trip Stats by Member Type (Tempe Only)**

Member Type	Mar Trips	%	Trips YTD	% YTD
Pay-as-you-go	722	54%	1,906	48%
7 Day Pass	210	16%	490	12%
Annual	85	6%	338	9%
Monthly	126	10%	306	8%
Student	186	14%	898	23%
Other	1	<1%	7	<1%
<b>TOTAL</b>	<b>1,330</b>		<b>3,945</b>	

Sunday March 29th was the highest day for regional ridership with a total of 169 trips taken. For trips originating in the Tempe service area, Sunday March 22th was the top day for ridership with 92 trips taken.

## Station Performance

**Table 8: Regional Station Performance**

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
T17 Tempe Beach Park	352	P179 15th Ave. and Washington	2
T20 Tempe Center for the Arts	217	P176 Buckeye Rd / 13th St	2
T29 Tempe Town Lake Marina	191	P101 5th St / Grant St	2
P106: 1st St / Washington St	189	7th St. / Garfield St	1
T18 Neil Giuliano Park	139	T23 Escalante Center	0
T11 University Dr / Mill Ave	135	T22 Baseline Rd / Priest Dr	0
P125 Pierce and 1st	104	P159 Sherman St / 3rd Ave.	0
T31 5th St / Mill Ave	102	ASU Orange St - S McAllister Mall (Virtual Hub)	0
P196 2nd St. and Roosevelt	95	ASU Hayden Library - Cady Mall (Virtual Hub)	0
T27 McAllister Ave / Apache Blvd	91	ASU Goldwater Ctr. for Science - Tyler Mall (Virtual Hub)	0

**Table 9: Tempe Station Performance**

Trips started and ended at each station in the Tempe service area

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T17 Tempe Beach Park	25	170	182	352	0	0
T20 Tempe Center for the Arts	10	103	114	217	0	0
T29 Tempe Town Lake Marina	9	96	95	191	9.13	0
T18 Neil Giuliano Park	15	69	70	139	0	0
T11 University Dr / Mill Ave	20	67	68	135	0	0
T31 5th St / Mill Ave	15	51	51	102	0	0
T27 McAllister Ave / Apache Blvd	25	44	47	91	0	0
T02 3rd St / Mill Ave	9	42	44	86	0	0
T19 Kiwanis Park	15	38	39	77	0	0
T14 College Ave / University Dr	15	34	37	71	0	0.76
T13 College Ave / Apache Blvd	15	29	28	57	0	0
T26 ASU Memorial Union	25	29	27	56	0	0
T24 Westside Center	10	29	26	55	0	18.56
T01 5th St / Forest Ave	25	21	32	53	0	0
T05 McClintock Dr / Apache Blvd	15	28	19	47	0	0
T16 Apache Blvd / Rural Rd	15	22	22	44	0	0
T28 Rio Salado Pkwy / Mill Ave	15	18	17	35	0	0
T10 Washington St / Priest Dr	10	13	19	32	0.38	0
T30 Evelyn Hallman Park	8	17	14	31	0	0
T06 McClintock Dr / Rio Salado Pkwy	10	12	18	30	0	0
T21 Forest Ave/ Lemon St. (Gammage)	20	17	13	30	0	0
ASU Coor Hall - S Forest Mall (Virtual Hub)	n/a	13	14	27	0	11.75
T03 Rural Rd / Terrace Rd	11	11	14	25	0	0
T25 University Dr. / ASU Student Housing	25	6	14	20	0	0
T12 Rural Rd / Southern Ave	10	6	13	19	1.32	0
T09 Washington St / Center Pkwy	9	7	7	14	0	0
T32 North Tempe Multigen Center	10	6	6	12	0	0
T04 Apache Blvd / Dorsey Ln	10	3	5	8	0	0
T07 Smith-Martin / Apache Blvd	10	5	3	8	0	0
T08 Apache Blvd / Price Rd	10	5	3	8	0	0
T15 8th St / Dorsey Ln	10	4	4	8	17.04	0
T22 Baseline Rd / Priest Dr	10	0	0	0	0	0
T23 Escalante Center	10	0	0	0	0	0
ASU Orange St - S McAllister Mall (Virtual Hub)	n/a	0	0	0	100	0
ASU Hayden Library - Cady Mall (Virtual Hub)	n/a	0	0	0	100	0
ASU Goldwater Ctr. for Science - Tyler Mall (Virtual Hub)	n/a	0	0	0	100	0

## Environmental Impact

**Table 10**

	Full System	YTD	Tempe Only	YTD
Calories Burned	334,960	808,560	192,400	443,920
Carbon Offset	7,369 lbs	17,854 lbs	4,233 lbs	9,767 lbs

*\*Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.*

*\*Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO2 per mile and an assumption that the trip was taken in lieu of driving a car the same distance.*



## Maintenance & Rebalancing Operations

**Table 11: System-Wide Operations Data**

	System Wide	Tempe
Average number of bikes in service each day	672	182
Bikes inspected in field	481	73
Bicycles repaired	177	41
Average bike repair time	45min	45min
Bikes lost or stolen this month	11	2
Graffiti Cleaned	3	0

**Table 12: Reported Repairs/Issues (Full System)**

	Type of Issue	March	YTD
1	Other	366	874
2	Seat	6	19
3	Shifting/Pedaling	13	21
4	Lock	42	95
5	Keypad	61	152
6	Brakes	7	12
7	Flat Tire	62	108
8	Lighting	10	14
9	Frame	7	12
	<b>Total</b>	<b>574</b>	<b>1,307</b>

## Customer Service Reporting

**Table 13**

The top customer service contact category for the GRID system in March was Member Inquiries.

Reason For Contact	March Created Cases (Full System)	YTD
Member Inquiries	18	54
Billing	2	14
Account Management	3	17
Bike Issue	6	23
Charges	16	62
General Education	2	25
Operations	15	31
Sign Up	0	0
Hub Request	0	0
Partnerships	1	4
New Program Request	0	0
<b>Total CS Cases Created</b>	<b>63</b>	<b>243</b>

**Table 14: Customer Service Responsiveness (Full System)**

Time of call/email request	
Avg time to answer	32 sec
Avg duration of call	4:30min

**Table 15: Agreed Service Levels for Operations within the Tempe System Area**

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	82%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

Operations staff have been dealing with the ongoing issue of intermittent connection issues on bikes across the GRID system. Connection issues can occur due to a glitch in the bikes controller unit, low battery or issues with the software or hardware. Some connection issues resolve themselves while others require staff to flag the bike for repair. A controller losing connection can result in the inability for a user to rent a bike, an inaccurate GPS location and erroneous charges for a user. Operations staff monitors these connection issues on an ongoing basis and aim to resolve them quickly.

## Financial Summary

**Table 16**

Revenue Category	Full System	% of Total	Tempe Only*
Membership Fees	\$4,869.00	37%	N/A
Ride Fees	\$7,545.27	57%	\$3697.18
Out of Hub Fees	\$982.00	7%	\$510.58
Out of System Area Fees	\$60.00	1%	N/A
Rider Bonuses Given	-\$262.00	-2%	-\$128.38
<b>TOTAL</b>	<b>\$13,194.27</b>		<b>\$4,079.38</b>

*Data has not been audited and is only to be used as an approximation of Gross Revenue*

*\*Fees specific to the Tempe system are reported by SoBi as a combination of both out of hub and out of system area fees. The Tempe fees include all fee balances accrued by users in the month regardless of whether the charge was actually executed that month.*

## Marketing Summary

**Table 17: Social Media**

Social Media Outlet	Followers	Impressions
Facebook	2,823(+8)	1236
Twitter	1,567 (-7)	4,279
Instagram	124 (+3)	310

**Table 18: Events**

Event Name	City	Date
All events cancelled	n/a	n/a

# Weather

**Table 19** (Source: [www.wunderground.com](http://www.wunderground.com))

MAR	high	low	avg	Precip. sum
1	76	53	64.3	0
2	69	51	59.8	0
3	75	52	63	0
4	73	51	62	0
5	83	55	69	0
6	85	60	73	0
7	85	60	71.8	0
8	73	62	67.4	0
9	77	55	66.8	0
10	73	61	66.4	0.01
11	66	61	63.4	0.3
12	71	57	64.8	0.64
13	64	53	57.1	0.7
14	93	50	64.8	0
15	76	53	64.7	0
16	78	54	66.8	0
17	74	59	65.5	0
18	68	50	57.9	0
19	63	50	56.5	0.16
20	71	49	60.5	0
21	73	53	64.1	0
22	73	55	64.8	0
23	77	59	67.2	0
24	77	55	66.9	0
25	76	56	66.7	0
26	69	59	63.4	0
27	65	53	58	0
28	70	47	59.4	0
29	76	53	65.3	0
30	77	53	66.1	0
31	78	57	68.3	0